PRESS PACK

MOUTH CANCER ACTION MONTH
Mouth Cancer Action Month

Mouth Cancer Action Month, sponsored by Denplan and also supported by Dentists’ Provident and the Association of Dental Groups (ADG), is a month-long campaign to raise awareness of a killer disease on the rise. We encourage everyone to follow our campaign message – if in doubt, get checked out.

During the next decade we estimate that around 60,000 people in the UK will be diagnosed with the disease, and without early detection half will die. Worldwide, over 460,000 people are expected to die from mouth cancer each year by 2030.

Last year we continued to make some significant strides in raising the profile of mouth cancer. Campaign messages reached more than 100 million people, and the thirst for information didn’t stop there. We doubled the number of visitors to the website, and more than 1,000 practices registered their details to help spread the word about the disease. Mouth Cancer Action Month also hit more than 700 receptions through our Blue Ribbon Appeal Kit, and you can request yours again here.

With your help, we hope 2013 will be an even bigger year for raising the profile of this killer disease.

Mouth Cancer Action Month aims to improve the awareness of the risk factors and signs and symptoms of the disease, as this is the only way of improving survival rate of patients. Tobacco use, drinking alcohol to excess, the human papillomavirus (HPV), transmitted via oral sex and poor diet are all risk factors for the disease. Through the involvement of healthcare professionals across the UK, it is our job to educate and inform patients about these and what measures they can take to reduce their risk.

The campaign is about taking action. Don’t leave that ulcer unattended for more than three weeks. Don’t ignore that unusual lump or swelling or red and white patches in your mouth. Early detection could save your life. You can find a screening event near you or tell us if you are holding a screening event here, so don’t rest – take action!

Please visit the campaign website www.mouthcancer.org to learn more.
Charities lead the call for mouth cancer action

The UK’s leading independent oral health charity is today announcing the launch of the Mouth Cancer Action Month campaign, dedicated to raising awareness of the killer disease.

Taking place throughout November, organisers the British Dental Health Foundation are also delighted to announce that the Mouth Cancer Foundation will be supporting this year’s campaign by raising awareness of the disease throughout the month.

Sponsored by Denplan and also supported by Dentists’ Provident and the Association of Dental Groups (ADG), The Foundation will be calling on dentists, doctors and pharmacists to educate members of the general public about a disease that kills more people in the UK than testicular and cervical cancer combined, under the tagline ‘If in doubt, get checked out’.

Latest figures show more than 7,600 new cases a year are diagnosed in the UK, with one person dying every five hours from the disease. As a result, action really must be taken to raise awareness and change these figures. Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, highlights the importance of early detection in the battle against the disease.

Dr Carter says: “If the profession can inform and urge patients that regularly attending check-ups increases the chances of mouth cancer being detected at an early stage, together we can help to raise awareness of this killer disease.

“Almost nine in ten people survive mouth cancer if it is caught early, yet the five year survival rate remains as low as 50 per cent. Encouraging patients to perform self-diagnosis such as looking for ulcers that do not heal within three weeks, red or white patches in the mouth and any unusual lumps or swelling can also help towards early detection.”

Roger Matthews, Denplan’s Chief Dental Officer said: “Denplan is extremely proud to be working so closely with the Foundation once again on Mouth Cancer Action Month, which we have supported for many years. Oral health and the prevention of disease is at the heart of everything we do at Denplan and we will be encouraging all our member dentists to offer free oral health screenings as part of their activity – particularly our Excel accredited dentists, who have access to our unique risk assessment software, endorsed by the Foundation. Together with the other organisations involved, we can help to raise awareness and ultimately save lives.”

Founder of the Mouth Cancer Foundation, Dr Vinod Joshi, praised the partnership, saying: “The two charities share the common objective of raising awareness about mouth cancer and it makes total sense for us to join forces to make this November’s Mouth Cancer Action Month a resounding success.”

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‘Catastrophic rise’ occurring in mouth cancer rates

Mouth Cancer Action Month 2013: Press Pack

‘Catastrophic rise’ occurring in mouth cancer rates

Mouth cancer cases in the UK are increasing at an alarming rate, according to a leading charity.

Latest statistics obtained by mouth cancer campaigners the British Dental Health Foundation reveal that there were 7,698 new cases in 2011, a rise of 50 per cent since the turn of the millennium.

There were more than 6,000 new cases in England alone, while Scotland still has the most cases per 100,000 people. Almost double the number of men developed the disease compared to women.

Deaths from mouth cancer approached 2,500 in 2011, with no signs of cases or deaths slowing down.

Throughout November Mouth Cancer Action Month, organised by the British Dental Health Foundation and sponsored by Denplan and also supported by Dentists’ Provident and the Association of Dental Groups (ADG), aims to educate the public about a disease many experts believe will continue to rise over the next decade.

Lifestyle choices heavily influence the risk of developing mouth cancer. Tobacco use, drinking alcohol to excess, poor diet and the human papillomavirus (HPV), often transmitted via oral sex, increase the chances of mouth cancer. Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, expressed deep concern at the new figures.

Dr Carter said: “The scale of increasing mouth cancer rates is very worrying. There is a clear gap in public knowledge about what causes mouth cancer that needs to be plugged. Smoking and drinking to excess increase your chances of getting mouth cancer by 30 times as much, yet so many social smokers often light up while having a drink.

“Of greater concern is the rise of the human papillomavirus. It is forecast to overtake smoking as the leading cause of the disease in the next ten years. Poor diet has been linked to half of cases in the UK. All of these factors make early diagnosis so important. If it is caught early, your chances of surviving mouth cancer are 90 per cent. If it is caught late, which unfortunately many cases are, then you have a 50/50 chance of living.

“Given how important early detection is, the campaign is a great opportunity for the public to learn about the risks and what to look out for. Ulcers that do not heal within three weeks, red and white patches and unusual lumps or swellings in the mouth should not be ignored. Our advice is clear – if in doubt, get checked out.”

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Mouth cancer campaign launches – but awareness yet to take off

Mouth Cancer Action Month launches today (1 November), yet new survey data suggests many are still desperately unaware of the risk factors for the disease.

The survey asked more than 2,000 people if they could name the four main risk factors for mouth cancer, with no-one able to identify the quartet of smoking, drinking alcohol to excess, poor diet and, despite Michael Douglas’ high profile case, the human papillomavirus (HPV), often transmitted via oral sex.

Worryingly, a large number of people mistakenly thought bad oral health was responsible for the disease while other answers included stress, smog, anaemia, snoring and even high blood pressure.

Latest figures show that mouth cancer cases exceeded 7,500 in 2011, and cases are expected to rise further. Mouth Cancer Action Month (1-30 November), organised by the British Dental Health Foundation and sponsored by Denplan and supported by Dentists’ Provident and the Association of Dental Groups (ADG), is dedicated to raising awareness of the disease, including the risk factors and the signs and symptoms.

Dr Nigel Carter OBE, Chief Executive of the British Dental Health Foundation, hopes the campaign will form a springboard for raising awareness of mouth cancer.

Dr Carter said: “For no-one to be able to correctly identify what the four causes of the disease are is both surprising and worrying. The campaign continues to play a crucial role in educating the public about the disease, and it’s clear from the survey we still have some way to go.

“Tobacco use and drinking alcohol to excess can increase the risk of developing mouth cancer by up to 30 times. Experts forecast the human papillomavirus (HPV) will overtake smoking as the principle cause of the disease within the next ten years, and almost half of cases in the UK have been linked to poor diet.

“The campaign is a great opportunity for the public to learn about the risks and what to look out for. Ulcers that do not heal within three weeks, red and white patches and unusual lumps or swellings in the mouth should not be ignored. Our advice is clear – if in doubt, get checked out.”

Henry Clover, Deputy Chief Dental Officer at Denplan, said: “Catching mouth cancer early is crucial to transforming survival rates. If caught early, the chances of surviving more than five years is up to 90 per cent. If it’s too late that falls to 50 per cent. Dentists across the country are opening their practice doors and holding free screening events, so we urge as many people as possible to get checked out. It could save your life.”

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Emargoed until 01.11.2013
Leading professor announced as keynote speaker

The British Dental Health Foundation is delighted to announce that Professor Margaret Stanley will be the keynote speaker at the Mouth Cancer Action Month reception at the House of Commons on 22 October.

Professor Margaret Stanley OBE from the Department of Pathology at the University of Cambridge will be joined at the event by leading figures from the world of dentistry, MPs and mouth cancer survivors. The reception will be hosted by the Rt. Hon. Sir Paul Beresford MP, himself a dentist, and will also include speeches from the Foundation’s Chief Executive Dr Nigel Carter OBE and President John Siebert.

Mouth Cancer Action Month, run by the British Dental Health Foundation and sponsored by Denplan, takes place throughout November under the strapline ‘If in doubt, get checked out’. The campaign aims to educate people about the main risk factors of mouth cancer, with tobacco use and still being the main cause of the disease. Drinking alcohol to excess, poor diet, the human papillomavirus (HPV) transmitted via oral sex and forms of smokeless tobacco are also risk factors.

Since the turn of the Millennium cases of mouth cancer have increased by 50 per cent. Without early detection and treatment half of them will die. Mouth cancer kills more people than cervical cancer and testicular cancer combined. Twice as many men as women are likely to be diagnosed with mouth cancer, but everyone is at risk.

Professor Stanley said: “The debate about vaccination of the male population is one that needs to be brought to the forefront of the healthcare community.

“The burden of HPV associated cancers is now almost the same in men as in women. Men face a significant and rising risk of HPV-associated disease, and without vaccination men remain at risk. It is not fair, ethical or socially responsible to have a public health policy that leaves half of the population vulnerable to infection. This is why vaccinating men should begin immediately.”

Dr Nigel Carter OBE, Chief Executive of the British Dental Health Foundation said: “I am delighted Professor Stanley has agreed to be this year’s keynote speaker. Her knowledge of HPV is unrivalled and will certainly provide an excellent insight into the disease.

“HPV is expected to overtake tobacco use as the leading cause of mouth cancer within the next decade, which is why collectively we need to educate the public about the risk factors and signs and symptoms throughout the month.”

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Give boys the jab!

An overwhelming majority of people support the HPV vaccination for boys.

In a survey conducted by OnePoll, three times as many people said they would support giving the jab to boys than were opposed to it. The poll also showed the public’s lack of knowledge when it comes to the virus, with more than one in five men (21 per cent) under the impression HPV can be transmitted like a common cold.

Experts have forecast that the human papillomavirus (HPV), often transmitted via oral sex, will overtake tobacco use as the main risk factor for mouth cancer within the next decade. Despite the high profile case involving Michael Douglas, mouth cancer campaigners the British Dental Health Foundation remain concerned at the lack of awareness about the virus.

Mouth Cancer Action Month, run by the British Dental Health Foundation, launches on 1 November and aims to tackle the public’s lack of understanding about the disease, the risk factors and the signs and symptoms. Drinking alcohol to excess and poor diet as well as tobacco use and HPV increase the risk of developing mouth cancer.

Professor Margaret Stanley OBE from the Department of Pathology University of Cambridge, keynote speaker at this year’s Mouth Cancer Action Month Parliamentary Reception tomorrow (Tuesday 22 October), claims the number of HPV-related cancers in men are growing at an alarming rate.

Professor Stanley said: “The burden of HPV associated cancers is now almost the same in men as in women. Men face a significant and rising risk of HPV-associated disease, and without vaccination men remain at risk. It is not fair, ethical or socially responsible to have a public health policy that leaves half of the population vulnerable to infection. This is why men should get the HPV vaccine immediately.”

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, supported Professor Stanley’s call for giving boys the jab. Dr Carter said: “The HPV vaccination of young men has already started in Australia and the British Dental Health Foundation is calling for the same to happen in the UK. A wealth of evidence and opinion in the USA suggests a population-wide HPV vaccination programme is now the best solution – for general public health and financial reasons. It is a debate that needs to be opened again here in the UK, as part of the on-going debate about the health and well-being of young people.

“In the UK around one in five cases of oral cancer are predicted to be as a result of HPV, yet our awareness and understanding of the virus is alarmingly low. Cases of mouth cancer have doubled in the last 30 years, coinciding with the rise of HPV, and strengthen the argument that there is not enough awareness of the risks we take when we have unprotected sex.

“The best thing anyone can do is regularly perform self-checks. Ulcers that do not heal within three weeks, red and white patches and lumps or swellings in the mouth are potential signs of the disease. Early detection could save your life, so if you are in any doubt, get checked out.”

---ENDS---
Wear your badge with pride

Due to the very nature of mouth cancer, it can often be difficult discussing the disease with patients. During Mouth Cancer Action Month, there’s an opportunity for every dental and health professional to speak out.

Whether it’s talking about the risk factors, educating members of the public about the disease or someone looking to find out more about the campaign, supporting mouth cancer awareness by wearing a Blue Ribbon Badge has never been more important. This year campaign organisers the British Dental Health Foundation are urging all staff at dental practices, dental companies, hospitals and pharmacies to wear a Blue Ribbon Badge and support mouth cancer awareness as a team.

For every £1 donated to the campaign, we will send you a Blue Ribbon Badge to wear, not just throughout the campaign, but all year round. Thanks to your support 100,000 Blue Ribbon Appeal Badges have been distributed in the past three years, raising funds to set up and maintain Mouth Cancer Action Month, create hundreds of media stories raising the awareness of mouth cancer and lobby Government on anti-smoking legislation and oral screening programmes.

If you’d like to show your support as a team, you can also register your details for a Blue Ribbon Appeal Kit at the campaign website. Our Blue Ribbon Appeal Kit contains 25 badges, a collection box, the A3 campaign poster and details of how to donate. Display the box on your reception desk and use it to engage patients and discuss mouth cancer, and remember to ask your boss for permission first.

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, said: “They might help to start a conversation out of the blue, but the Blue Ribbon Appeal continues to play a key role in directly engaging the public with the issues surrounding mouth cancer. Every little bit counts, and it all makes a difference in improving education and ultimately saving lives.

“The profession remains at the forefront of the battle to reduce and catch mouth cancer cases early. Whether you show your support as an individual or an organisation, together we can reverse the growing number of cases we are witnessing.”

- To donate £1 to the campaign and get a Blue Ribbon Badge please visit our JustGiving page at www.justgiving.com/Blue-Ribbon-Appeal-Badges.
- To claim your Blue Ribbon Appeal Kit, please visit www.mouthcancer.org/page/blue-ribbon-appeal
It was just meant to be: Rachel’s Story

Many people believe in fate or destiny. Few can offer a reason for doing so without retorting ‘just because I do’. For 42-year-old mother of five Rachel Parsons from Coventry, the answer is much more sincere.

“Since I was diagnosed with mouth cancer, we have developed a bit of a family motto” Rachel said. “Everything happens for a reason, and that reason isn’t clear until something happens. I know I got mouth cancer to help other people get through their own battle. I just know it.”

On Boxing Day 2007 Rachel first noticed a lump in her mouth. Having heard of mouth cancer and the symptoms, she knew she needed to get checked out. After the dentist told her it was Lichen Planus, a long lasting disease that can be found in the mouth, during a check-up in February the following year, Rachel’s mouth got progressively worse.

“I had a number of recurring ulcers and the lump had got worse, yet at my six month check-up in June, my dentist insisted it was nothing for me to worry about. I asked specifically for a hospital referral, and reluctantly he agreed.

“Not long after that check-up my mum was reading an article in a magazine about mouth cancer. She pleaded with me to go back to the doctors, as I hadn’t heard anything from the dentist. I went the following Monday, and it soon became obvious my dentist hadn’t referred me at all.

“My doctor instantly referred me for an urgent biopsy the following Thursday. I remember being sat at home the night before I got my results thinking ‘I’ve got cancer’. In my head I saw what was going to happen, where I was going to sit, what the consultant would say to me, everything. My eldest asked me why I would be up early, and I replied because I might have cancer. Sure enough the next day was a massive de ja vu. I had cancer.”

Rachel told of her relief at finally knowing what the problem was. Although the road ahead would prove a difficult one for her, husband Tim also felt the ripple effect of Rachel’s diagnosis. Like a cancer spreading throughout the body, her family suffered too.

Tim said: “I’m a fireman. My job is about saving lives and being there when people need me. When it came to Rachel, I felt totally powerless. It was really, really tough. Rachel and I had a discussion and we decided it would be best for me to carry on as normal. After all, I had five children and a wife
wife to support. The problem with that was it wasn’t a normal situation, and the stress it puts on the family is immeasurable.

“As the surgeon had told Rachel what would happen during surgery, one thing we decided to do to take the pressure off our young family was to associate the scars with animals. One would be from a shark bite and one would be from a bear attack. It was just a small thing, but it made a huge difference to the way the children saw their mum.”

After 9 ½ hours in surgery, Tim was at Rachel’s side during her recovery in hospital. She recalls one particular moment that brought further relief to a tense situation. “Tim asked me to check a mirror to see what I looked like” she said. “I couldn’t believe how insensitive he was being, but he was insistent on me looking in the mirror to see how I looked post-surgery.

“The next thing I knew Tim unveiled this mirror with a picture of Kylie Minogue on it and said Mr Walton’s good isn’t he, Mr Walton being my surgeon. Tim had done exactly the same with my bathroom mirror too. Needless to say it was completely unexpected, and given as Kylie has always been my idol, it was a wonderful touch. It was a little reminder of why I was going to get through this.”

Rachel’s first year of recovery was fraught with complications and continuous infections. She recalled how surgeons kept removing further bits of her mouth, yet her determination to pull through was evident to husband Tim.

“Life has never been the same” he said. “It has definitely changed our outlook on life. The whole experience has made Rachel a better, stronger person.”

Rachel herself added: “The big thing about mouth cancer is the awareness. I have been very proactive and helped other people who were in my position. The most important thing is for people to remember if there’s something not quite right or something they’re a little bit unsure about, go and get checked out. It saved my life, and it could save yours too.”

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Statement on mouth cancer diagnosis and prevention

Joint statement from the British Society for Oral Medicine (BSOM) and Cancer Research UK (CRUK).

With the Chief Dental Officers of England, Wales, Northern Ireland and Scotland; the Royal Colleges Dental Faculty Deans in England, Edinburgh and Glasgow; the British Dental Association (BDA); the British Dental Health Foundation (BDHF); the British Society for Oral and Maxillofacial Pathology (BSOMP), the British Association of Oral & Maxillofacial Surgeons (BAOMS), the British Association of Oral Surgeons (BAOS), and the Association of British Academic Oral & Maxillofacial Surgeons (ABAOMS).

The number of people being diagnosed with mouth cancer (oral cancer) is increasing, with notable rises in incidence in younger people and in females. There are certain lifestyle habits that can increase the risk of mouth cancer, such as smoking or chewing tobacco, drinking alcohol above recommended levels (especially in those who also smoke), and chewing betel nut (areca nut). Infection with human papillomavirus (HPV) increases the risk of some types of mouth cancer, and too much sun exposure may also raise the risk of lip cancers.

The signs and symptoms of mouth cancer can often be seen or felt, and any red or white patch, ulcer, or lump can be an early sign if it lasts for 3 or more weeks. If people notice any of these changes, they should seek help from their dentist, doctor, or another healthcare professional without delay, because if mouth cancer is diagnosed at an early stage, when the lesions are small, treatment is generally less complicated and more effective.

What is mouth cancer?

Mouth cancer is the largest group of head and neck cancers. It is more common in men than in women, and the vast majority of cases are in people over the age of 50. However, more than 1 in 10 cases are diagnosed in people below this age. Incidence rates in Scotland are the highest of all the UK nations. Mouth cancer rates are also high among South Asian women.

There appear to be two distinct pathways to cancer in the mouth – most lesions (around 75%) are related to use of tobacco or alcohol, but some, especially at the back of the mouth in the a significant increase in patients under the age of 45 over the last 20 years). And although rates of mouth cancer have traditionally been higher in men than in women, this gap is narrowing over time.
There is an urgent need for action against mouth cancer. Although patients’ quality of life during and after treatment has steadily improved, survival rates from the disease have barely increased.

The stage at which mouth cancer is diagnosed has a significant effect on overall survival. When the cancer is still confined to the primary site and small (stage I, less than 2cm), nearly 90% of people survive for at least 2 years. But 6 out of 10 mouth cancers are found at a late stage (stages III and IV, greater than 4cm or with spread), and this means a much lower survival rate (at stage IV, around 45% of people survive for at least 2 years) and high treatment-related morbidity in those who survive.

Delays in diagnosis of oral cancer can lead to patients having more advanced stages of cancer, especially when the delay is more than a month. Delays in referral from primary to secondary care are associated with a 3-fold increase in mortality.

What can you do to reduce the risk and spot mouth cancer early?

There are a number of things you can do to reduce the risk of developing mouth cancer. These include:

- Avoid using tobacco in any form – smoked, chewed, or smokeless
- Avoid using betel nut (or areca nut), even without tobacco
- Cut down on alcohol: aim to drink no more than 1 standard drink a day (2-3 units) for women, or 2 standard drinks a day (3-4 units) for men
- Eat at least 5 servings of fruit and vegetables a day
- Protect your lips with sunscreen and a wide-brimmed hat, and spend time in the shade, when the sun’s UV rays are strong
- Reduce chances of infection with HPV by practising safer sex.

By living such a healthy lifestyle, you can cut down the risk of mouth cancer, and also gain a wide range of other health benefits.

To spot mouth cancer early, get to know what is normal for you, and if you notice anything out of the ordinary in your mouth, tell your dentist, doctor or another healthcare professional without delay.

Particular signs to look out for are any red or white patch, ulcer, or lump in the mouth, which can be an early sign of cancer if lasting for 3 or more weeks.

Also, have yearly examinations by a dentist, even if you no longer have your own teeth. Dentists are trained to spot early signs of mouth cancer and can easily see parts of your mouth that you cannot see.
What can be done to reduce the burden of mouth cancer?

There is an urgent need to rapidly develop:

- **Better public awareness and knowledge**
  - Continuing public awareness activity, such as that conducted during Mouth Cancer Action Month, is needed to raise understanding of mouth cancer, risk and prevention, and early diagnosis.
  - Mouth cancer awareness-raising activity could also be carried out through the Department of Health ‘Be Clear on Cancer’ umbrella.

- **Better professional awareness and knowledge**
  - It is important that high uptake of good-quality Continuing Professional Development programmes is encouraged.
  - The GDC should also consider making this a ‘highly recommended’ CPD subject.

- **Better preventive strategies**
  - Continued action on reducing tobacco use
  - Renewed action on reducing alcohol consumption to within recommended levels
  - Continued action to reduce areca nut (betel) use
  - There is indicative evidence that HPV vaccination may be able to help prevent oral HPV infections. New and emerging evidence on HPV vaccination, including cost-effectiveness, can help inform whether to recommend HPV vaccination also for 12-13 year old boys, or men who have sex with men. Further studies, using oral cancer incidence as endpoints, are also needed to provide firm evidence of a beneficial effect.

- **Earlier diagnosis and referral for treatment**
  - Research into how best to reduce referral and diagnostic delays, as well as implementation of strategies that are shown to be effective in reducing such delays.

The British Society for Oral Medicine (BSOM) and Cancer Research UK (CRUK); the Chief Dental Officers for England, Northern Ireland, Scotland, and Wales; the Deans of the British Royal Colleges of Surgeons Dental faculties; the British Dental Association (BDA); the British Dental Health Foundation (BDHF); the British Society for Oral and Maxillofacial
Pathology (BSOMP); the British Association of Oral & Maxillofacial Surgeons (BAOMS); the British Association of Oral Surgeons (BAOS); and the Association of British Academic Oral & Maxillofacial Surgeons (ABAOMS) support this statement and Mouth Cancer Action Month.

The National Clinical Director for Cancer, NHS England and the Platform for Better Oral Health in Europe also support the statement.

FINAL CIRCULATED, 21 October 2013 Jessica Kirby (CRUK) and Crispian Scully (BSOM)

---ENDS---
Official Sponsors

We are once again hugely indebted to our sponsors Denplan and a warm welcome to our new supporters Dentists’ Provident and the Association of Dental Groups, who are joining the campaign in 2013 for the first time. Their contributions really do make a difference.

The UK’s leading dental payment plan specialist, Denplan has over 6,500 dentists and around 1.7 million patients across the country, as well as serving over 1,900 companies with employee benefit schemes.

Set up by two dentists in 1986, Denplan was created to assist both patients and practice team members with private dental care, offering a range of dental payment plans to suit every oral health need and budget.

Supporting a preventive approach to private dental care, Denplan payment plans help our patients to stop dental problems before they start. With the very best oral health advice, up-to-date dental knowledge and the latest innovative techniques, our dentists and their practice teams work with our patients so that they can enjoy healthy teeth and gums for life.

For further information visit www.denplan.co.uk.

The Association of Dental Groups (ADG) and all of its members are proud supporters of the British Dental Health Foundation’s Mouth Cancer Action Month. With increased awareness amongst the public and the dental profession, the ADG believes the number of people dying from mouth cancer can be significantly reduced.

The ADG was formed in 2011 to bring together the major corporate and group dentistry providers in order to develop a strong collective voice to promote the role and contribution of the group model of dentistry.

Sponsorship in 2014

If you would like to support or sponsor Mouth Cancer Action Month in 2014, please contact Simon Howell at the British Dental Health Foundation at simon@dentalhealth.org for a sponsorship pack.
British Dental Health Foundation

The British Dental Health Foundation is a UK charity dedicated to improving oral health. Established in 1971, we provide expert, independent and impartial advice on all aspects of oral health. We work closely with government, dental and health professionals, manufacturers, the dental trade, national and local agencies and the public to achieve our mission of improving the nation’s oral health.

What we do

Campaigns
We lead campaigns which raise awareness on major health issues like mouth cancer. We co-ordinate campaigns like National Smile Month which encourage everyone to share messages of good oral health.

Education
We are a leading provider of educational information and resources to dental and health professionals. Our resources help to educate and motivate millions of people each year to improve their oral health.

Advice and Information
We provide expert, free and impartial advice to the public - online and via our confidential dental helpline. We use industry experts, qualified dentists and dental nurses to provide the most comprehensive source of independent dental information in the UK.

Product Accreditation
Our expert panel independently assesses hundreds of dental products to help consumers make an informed choice. Our accreditation symbol appears worldwide in over 50 countries.

Influence
We contribute to UK dental policy development. Our independence ensures we are an important voice in the media and with decision-makers.

What we have achieved
The formation of the British Dental Health Foundation has coincided with major improvements in the nation’s oral health. Our work to promote, inform and educate has made a significant contribution to the way people now care for the teeth.

Our achievements:
• Over 350,000 people have contacted our free dental helpline, since it was established.
• Over 1 million people benefit from visiting our website each year.
• Over a third of all dental products sold in the UK are now approved by us.
• National Smile Month has reached tens of millions of people over the past 35 years.
• Five million educational leaflets have been distributed over the past half-decade alone.
Further Information

To find out more about the British Dental Health Foundation and its work please visit www.dentalhealth.org.

Alternatively, please contact:

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<tr>
<td>Campaigns</td>
<td>01788 539789</td>
<td>David Arnold</td>
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<td>01788 539792</td>
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<td>Amanda Oakey</td>
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<td>Supporter Information and Enquiries</td>
<td>01788 539795</td>
<td>Sarah Hollis</td>
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British Dental Health Foundation,
Smile House,
2 East Union Street,
Rugby,
CV22 6AJ.
Tel: 01788 546365
Fax: 01788 541982
mail@dentalhealth.org
www.dentalhealth.org

Dental Helpline: 0845 063 1188